

# ABSTRACT

A phosphor having a high brightness after being exposed to plasma and a phosphor paste containing the phosphor. The phosphor comprises a fluorescent substance A<sup>1</sup> containing a compound represented by the following formula (I) and at least one activator selected from the group consisting of Eu and Mn, and a fluorescent substance B<sup>1</sup> containing an aluminate;  $mM^1O \cdot nM^2O \cdot 2M^3O_2$  (I)

[in the formula (I), M<sup>1</sup> is at least two selected from the group consisting of Ca, Sr and Ba, or Ca alone or Ba alone; M<sup>2</sup> is at least one selected from the group consisting of Mg and Zn; M<sup>3</sup> is at least one selected from the group consisting of Si and Ge;  $0.5 \leq m \leq 3.5$ ; and  $0.5 \leq n \leq 2.5$ ].